Docket No. 50003.⬤1

METHOD AND SYSTEM FOR AUTOMATICALLY DISPLAYING AN IMAGE AND A PRODUCT IN A PAGE BASED ON CONTEXTUAL INTERACTION AND METADATA

Abstract of the Disclosure

5   The invention provides a method, system and computer-readable medium for storing images with related information in a relational database and using the information to order available products for a selected image over a network. Tag and business information may be associated with an image in the database and a unique image identifier is generated for each image. Different types of searches of the relational database may be performed including product based and image based. Affirmative results from searches are returned as images and/or products that are displayed in pages. The returned images also include information indicating available products. The selection of a returned image causes a cut-down version of the image and all of the available products to be displayed in the same page. When an available product is selected, a server enables a transaction for a user to order the selected product. A Hyper Text Transport Protocol (HTTP) Cookie is employed to store a copy of a client identifier at a client. Information associated with the client's behavior for each session is stored in a profile that is used to customize the particular options and products that are displayed to the user. A combination of user information, product information, image information and contextual interaction information is used to determine the display of the images and the products.